



# Business Leadership Academy

## Maximising your potential - delivering business resilience & growth

High impact skills training from people who've grown & led successful companies

*I haven't come across any other programme that successfully combines all the elements that make the difference in achieving business growth in the same way this one does. The content was excellent - expert, practical and focused specifically on SMEs. The fact it was delivered by people who've successfully grown businesses themselves brought huge credibility and made it all the more valuable.*

**Dr. William Beer**  
Tunley Environmental

## Key features

### What is it?

SMEs are the backbone of the northern economy, and now more than ever they need strong leadership and management to survive and thrive.

BHP's Consulting team have all run and grown businesses themselves, through good times and bad, and we've designed our Business Leadership Academy specifically for senior managers in SMEs.

It combines best practice, practical approaches and first-hand experience, to help you develop the skills needed to successfully navigate your business through the obstacles and opportunities it faces as it grows.

If you've been a senior manager for some time in a business now experiencing new challenges or growth, have recently taken on your first leadership role, or are being prepared for promotion, this is for you.

We focus on what's really important in today's challenging and changing business environment, and we've shaped the programme to give you access to the insights and tools we wish we'd had when we were growing our companies.

**100%** of programme participants said they would recommend to other managers

The programme has been developed to improve senior managers' ability to;

- Build resilience and agility - for themselves, their teams and the business.
- Navigate change, overcome challenges and break down barriers to growth.
- Understand the key building blocks of business success.
- Focus on and drive sustainability and adaptability to ensure future business success.
- Further develop the leadership and management skills and capacity needed in companies today.
- Maximise productivity, employee motivation, engagement and wellbeing.
- Increase shareholder value.
- Develop a growth mindset to deliver increased performance, revenue and profit.

The four face-to-face days of the programme are broken down into manageable, focused and interactive sessions, focusing on key leadership and business challenges, skills and solutions. They are run over a four month period to ensure minimal disruption to your usual business operations.



**Days 1 & 2** decode elements such as how to structure and manage the business and teams to adapt to change, stay resilient and accelerate growth.

Plus, further developing your vision and strategy, and translating it into real and deliverable plans are all explored and tested. We cut through the background noise to tackle the real challenges SME's face today and share practical approaches.

**Days 3 & 4** focus on the core elements of developing leadership and management skills to get the best results from your people and increase motivation and productivity. We focus on techniques to increase levels of efficiency, performance, engagement and wellbeing in your teams, and how to improve your personal confidence and effectiveness in times of change.

In summary the programme shares best practice and the latest thinking, combined with first-hand, lived experience.

*Very inspirational course. Excellent content and tailored towards SME's.*

**Luke Richardson**  
Johnsons of Whitley



## Added value

### What makes it different?

It's designed and delivered by people who've successfully done what the programme is all about — leading, growing and scaling successful companies. They have extensive first-hand business leadership experience and are happy to share what's worked for them, and what hasn't.

People on the programme also have the opportunity to access 1-to-1 mentoring support with the programme lead and discuss any specific questions or challenges between the sessions. You get direct access to someone who's been there, done it and is willing to apply their knowledge to your business.

*The real life examples and shared experience provided great insight with lots of ideas relevant for my own business.*

**Gill Burns**  
Progress Packaging

As well as helping develop your skills to maximise your team's achievements, and develop and retain your high performers, you will also have the opportunity to get expert insight from experienced employment lawyers on how to deal effectively with underperforming employees. We share practical tips and techniques to help you be confident in tackling issues around underperformance, conduct and capability, while ensuring you minimise the risk of exposing your business to employment claims.

You will also have the opportunity to complete a ground-breaking leadership diagnostic tool, focusing on the behaviours proven to increase performance, engagement and wellbeing in your teams. Plus 1-to-1 feedback on your report & coaching on any development areas.

You can network with other SME senior managers, learn from shared experience and problem solving, and develop useful long term contacts.


**Designed & delivered by people who've successfully done what the programme is all about — leading, growing and scaling successful companies.**

## Day one... Getting the mechanics right

Day 1 is about ensuring you have the right business structure, systems and governance in place to help you run the business effectively, be responsive and resilient in the face of change, and support and drive future growth. It covers practical and relevant information and tips for those running SMEs who want to get this right, without it becoming an industry in itself.

### Content summary

- Understanding the context your business is operating within.
- What a good business structure can deliver.
- The benefits of business agility and how to achieve it.
- What does 'good' look like for your business today?
- How to structure your business or team for growth.
- What Corporate Governance really is, what it means for an SME and for you.
- Getting the best from board, management and team meetings.
- Management information and performance monitoring.



**Plan for the future, prioritise effectively, stay agile and ensure resources are deployed to maximise performance and results**

## Day two... Planning ahead

Day 2 looks at how to plan for the future, prioritise effectively, stay agile and ensure resources are deployed to maximise performance and results. Focusing specifically on the elements of strategy and planning that are most effective and relevant for SMEs in today's context, we cover how to translate your company ambitions into a clear business plan and practical actions.

### Content summary

- Creating a vision — why it matters and how to do it effectively.
- Business strategy - translating vision into action, and how to keep strategy relevant in a fast-changing world.
- Relevant business planning tools and how to use them in today's business context.
- Developing a robust and relevant business plan — key elements for SMEs now.
- The numbers — understanding the financial basics and forecasting for non-accountants.
- How to strike the right balance - long-term direction v short-term implementation and practical actions.
- Monitoring and managing progress - using management and financial information effectively to make smart decisions.

## Day three... Leading the way

Day 3 focuses on leadership and management. We cover the importance of self-awareness, plus the core leadership skills and techniques senior managers must master, and when and how to deploy them. We focus on you as a leader, looking at how employee expectations have changed and understanding what's really important now.

We also cover why good management practices matter, how effective management can deliver sustainable results in good times and bad, and start to look at how to further develop some key management skills.

### Content summary

- What 'good leadership' looks like - perception v reality in a changing world.
- Core elements of leadership and leadership theory over time.
- The most effective leadership models for today's environment.
- The importance of self awareness - understanding your own personality and its potential impact on your leadership and management approach.
- Different types of leadership - which is right for you and your business?

- The difference between leadership and management and how to do them both well.
- The key principles of good management and the habits of effective people.
- Key management skills - time management and prioritisation.

*I would definitely recommend this course to other managers. You learn so much from someone who has such a lot of directly relevant experience, who is excellent at the delivery of the information, but is also informal and encourages debate.*

**Steve Laybourn**  
Nationwide Stainless

## Day four... Maximising team effort

Day 4 is all about making sure you get the best results from your greatest asset - your people. We continue to focus on specific key management skills to enable you to maximise productivity, further develop high performers, deal effectively with underperformers and build a high functioning team committed to continuous improvement.

We also look at what employee engagement really means, what it can deliver for your business and how to achieve it. Plus, how to adapt your management style and techniques to

the demands of today's workforce and motivate and retain your key people.

### Content summary

- Key management skills - effective delegation.
- Key management skills - performance management and appraisals.
- How to get the best outcomes from difficult conversations.
- The legal expert's guide to employment law and tackling performance issues.
- Key management skills - the power of effective feedback in improving performance and motivation - and how to do it well.
- Key management skills - effective coaching techniques for today's line managers.
- Why managers hold the key to motivation and retention, and how to be an 'engaging manager'.
- Why employee engagement matters and how to increase it in your business.

*Provides great ideas for how to improve your business and also how to improve personally.*

**Tom Turner,**  
Turner Garages



## Cost

With an all-inclusive cost of **£1,999 plus VAT per delegate**, it adds up to great value and a good return on your investment. The cost per delegate includes;

- /// All 4 face-to-face delivery days of the programme.
- /// 1-to-1 mentoring support from the programme lead via telephone / video call.
- /// Completion of a groundbreaking leadership diagnostic tool, an individual development report and 1-to-1 feedback session.
- /// Lunch and refreshments throughout the day on all 4 face-to-face training days.
- /// Hard copies of the course materials building up into a complete programme bible.

*This was a great way of taking the team on a journey, and focusing attention on key business priorities at a time of very rapid growth. At the same time ensuring the team is aligned with our strategy and able to deliver improved core business functions and performance. BHP invested a lot of time to listen, understand our business and team, and adapt the delivery of the material to make it relevant to our fluid business needs.*

**Anna Sutton**  
The Data Shed

## What else do we do?

### Business Leadership Accelerator

If your business has a group of managers you'd like to invest in, BHP Consulting can also offer a bespoke solution.

Building on the content in the Business Leadership Academy, we tailor it precisely to your managers' needs and your company's individual context and requirements. This allows us to focus specifically on the challenges and growth opportunities in your business.

You can select which modules are most relevant, and we adapt them to fit your priorities. We can also create additional content to address any specific issues, to provide the most effective and targeted development support.

These 'in house' programmes can be delivered at your location or in our offices, in half day or full day sessions. The duration and number of sessions will be based on the content you require, as will the cost.

### Additional services

In addition to our leadership programmes, we also offer a range of other services to SMEs to energise your business and help you take the next steps on your journey. Whether that's supporting you through change, uncertainty and challenge, or helping you unlock further business growth.

Even the most experienced business leaders benefit from accessing additional ideas, experience and networks. Our team's broad business leadership experience gives you access to expertise and practical solutions



from people with the skill set to help you get to the next level.

We're a team of friendly, pragmatic and experienced business leaders, who can work with you as mentors or advisors, or support your management team with our range of business services - and we understand the challenges faced by SMEs. We're good listeners and understand that every business is unique. Our services are specifically designed to develop internal knowledge and expertise, alongside identifying and helping you implement the right solutions for your business. So, as you move forward, your people grow in confidence too.

We offer a range of services, from shorter term support on specific or specialist projects, to building a longer term relationship and providing board advisory, mentoring or growth planning support over a period of time.

**Key areas in which we provide support include;**

- Developing an effective business strategy.
- Growth plan implementation.
- 1-to-1 business mentoring.
- Maximising sales & competitive advantage.
- Understanding and leveraging the benefits of digital marketing.
- Business resilience and managing change.
- Transitioning from 'owner managed' to management team.
- Building successful management teams.
- Developing management capacity and capability (at senior management and mid-manager levels).
- Succession planning.
- Operational effectiveness and profitability.
- Employee motivation, productivity and retention.

- Skills gaps and talent attraction.
- Digital transformation.
- Improving logistics and supply chain.

**For more information please contact:**

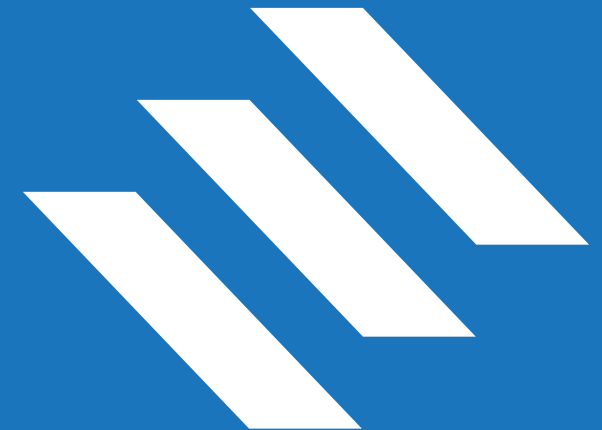


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**High impact bespoke training for your company's leaders & managers**