

As the MD, owner or senior director of your organisation you recognise the value of training your staff. But how often do you give yourself a little time to improve your own skills and help your business grow?

Leadership and Management Learning

If you run a business in Greater London employing between 5 and 249 people* (and have not received a similar grant before), a new “*Leadership and Management*” service is available to help you develop your leadership and management skills. It covers all business sectors and is funded through the Train to Gain programme (www.traintogain.gov.uk) by the Learning and Skills Council to give you:

- A free analysis of your leadership and management skills, highlighting your strengths and areas for development
- A training grant of £500 to help you the owner, Chief Executive or Director responsible for strategic direction
- In addition you can then access a further £500 grant for training for yourself or a member of your senior team provided you match it £ for £

This means you can receive a contribution of 2/3rds towards your learning costs up to a maximum grant of £1,000!

**This can include part-time staff and volunteers*

Giving you the skills you need

West London Business (WLB), in conjunction with Growth International, is able to provide training, coaching and mentoring under this programme in a variety of areas depending on your needs which could include:

- Maximising cash flow in a period of economic slow down and other financial issues
- Identifying new marketing opportunities both with existing customers and new markets
- Effective staff management procedures to help achieve your business goals
- Implementing operational efficiencies
- Developing performance measurement systems such as the Balanced Scorecard
- Sustainability and responsible business practices

The learning you receive can be in various formats: one-to-one coaching and mentoring (face-to-face, teleconferencing, or online) or in a workshop / seminar.

Benefits

- Raise the level of your skills and those of your senior team
- Provide a sounding board with independent and confidential advice
- Improve the performance of your business
- Provide professional advice that can help business owners achieve both their personal and business objectives
- Drive the business forward on a more strategic basis
- A £1,000 grant towards the mentoring or training costs

How does it work?

You will be supported by a Leadership and Management Specialist Adviser who will suggest approaches and solutions designed to suit your learning style and specific needs. Once the grant has been approved you can then access the training and mentoring provided by WLB. If you are interested and would like further information, please contact: Peter Desmond, Director, West London Business (www.westlondon.com) on 020 8898 4333 or at consultancy@westlondon.com



West London Business has a Training and Development capability aimed at helping business owners achieve their business and personal objectives. A wide range of bespoke services are available which are delivered by selected coaches /mentors with business experience. Our services are pan-London.

Areas of training and development which can be provided by West London Business on a one-to-one coaching / mentoring basis as well as in group / team training workshops:

1. Sales and marketing
2. Identification of new marketing opportunities
3. Strategic business planning
4. Staff management
5. Personal development
6. Team building
7. Leadership development
8. Human Resources including performance management, appraisals, induction, recruitment, HR processes and systems
9. Finance for non-finance managers
10. Cash flow management
11. Operational efficiencies
12. Developing performance measurement systems e.g. Balanced Scorecard
13. Sustainability / corporate social responsibility policies and practices
14. Event management - designing and running successful events
15. Brand development

This training is provided in conjunction with Growth International through:

- One-to-one coaching and mentoring
- Evening seminars
- Half and one day workshops



If you would like more details, please contact – Peter Desmond, Board Director West London Business, on 020 8898 4333 or consultancy@westlondon.com

Leadership and Management training team

The WLB leadership and Management training team provide coaching, training and mentoring to business owners and Directors. The team consists of Finance, Marketing, Operational and HR professionals. Our key role is to improve the leadership and management skills of business owners and Directors in order to benefit both personal and company performance.

"Many things I knew already but as the owner of the business you can get out of touch. The sessions with Steve and Peter really helped me take time-out and understand more clearly how and where to take the business forward. I feel more confident in knowing what I want. I'm more concise, clearer and engage more effectively. I feel I have developed personally and would recommend these sessions".

Judy Wellington, Lifeline Learning Centre

With the current economic current in mind a number of themes have been created based on clients who we are currently working with. These and other business areas can be tailored to your specific needs.

- Identifying and securing new business opportunities from new clients
- Effective marketing initiatives to secure increased income from existing clients
- Using bonus structures to maximise sales effort and minimise cost exposure
- Smart use of cash flow forecasting to maximise cash in the business especially important with the current problems with capital rationing
- Team building to ensure the entire organisation is supporting your 2009 business objectives
- Improving survivability by introducing performance measurement systems e.g. Balanced Scorecard
- Strategic Planning Review to ensure your 2009 business direction is fit for purpose in these challenging times

These be-spoke services are delivered by selected coaches /mentors with broad business experience. They can be delivered as formal training in workshops, 1 to 1 mentoring or any format that meets your needs.

"The mentoring session gave me the down-time to think about the business and be more pro-active about sales. We worked on the Business Development Framework which showed me how to go after sales in a better, smarter way"

Chris Peak, Feelingpeaky Ltd

How does it work?

- A specialist advisor from our team will meet with you for a complimentary no-obligation review of your leadership and management skills and company objectives.
- The review will highlight your strengths and areas for development and the advisor will identify approaches and solutions designed to suit your specific needs.
- If you wish to engage the WLB leadership and Management team to support you we will be happy to do so.
- £1000 Grant - If you have around 5 people in the business you may also be eligible for a grant of up to £1000

For further information, please contact: Peter Desmond, Director West London Business on 020 8898 4333 or email consultancy@westlondon.com