

Leadership Challenges Emerging From The Recession

How your values impact the bottom line



Who you are and what you stand for are just as important as what you sell.

With business operating in uncertain times and many companies having lost their way, forward-thinking CEO's are now taking a closer look at their corporate culture and their leadership values, knowing it's these that hold the key to future business success.

Enron sold out several years ago, was that the start of the rot? Its story is one of leaders abandoning their values in return for share options, and the applause of the stock market. Sir Fred Goodwin's pension caused outrage and MP's expenses have caused a wide spread lack of trust.

The faith and trust in the role of the CEO is being challenged. Right now people are looking for leaders who can build a profitable business and inspire from the heart. Leaders who know how to connect and give them a sense of purpose and meaning.

Values based leadership is about knowing what you stand for, walking your talk, and balancing the demands of the fiscal world with the more intangible world of culture. It's the challenge of taking risks and having the courage to restore people's faith and trust in business and its leaders.

On this invitation only half day event you will learn:-

- The new principles of business that are generating sustainability, resilience and shareholder value.
- What some of your key values are and how they impact your leadership.
- The results of the North West Values Survey. This year Maurice Summerson has been leading a team, with Phil Clothier CEO of the global Barrett Values Centre, working with NW regional business, NWDA, IoD, NWE0 and other regional stakeholders. The survey reveals the challenges and potential opportunities for both Companies and the region as a society to grow stronger.
- Plus you'll hear from two Directors in the North West who have seen their business grow in size and profitability through the conscious application of values and an understanding of their culture.

Date, Location, Time

17th November 2009

The Macdonald Manchester Hotel, London Rd, Piccadilly, Manchester, M1 2PG

8:15 Registration and coffee

8:45 - 11:30 Event

This is an invitation only event, where you'll get the chance to join other CEO's, Managing Directors, Financial Directors and HR Directors. There will be an opportunity to network before and after, ask the speakers questions and share the challenges of growing a business post recession.

Places are limited so please call Angela on 0845 123 1280 to secure your place.

RSVP 30th October 2009

About the speakers

Ruth Sanderson - Biography



Ruth Sanderson specialises in the areas of cultural transformation, leadership development and job fulfilment.

Drawing upon more than 15 years experience working in World Class Chemical and FMCG companies, Ruth set about building an organisation that would enable people to express their true self in business and life.

As the Founder of blue pea POD she coaches, trains and facilitates clients internationally so they achieve authentic success.

She is fully licensed in the Cultural Transformation Tool, one of the few certified in Archetypal Applications, and is a trainer and certified Master Practitioner in Neuro-Linguistic Programming (NLP).

For further information visit www.bluepeapod.com

Sue Coyne - Biography



Sue Coyne is passionate about change and transformation. She designs and facilitates programmes for organisation wide values based cultural transformation and works as an Executive Coach both with individual leaders and leadership teams.

For 20 years Sue ran a market research consultancy. She grew this business, obtained venture capital funding and then sold it in 2002.

She is a Fellow of the Market Research Society.

She is also licensed in Cultural Transformation Tools. She uses this expertise to measure the progress of the transformation programmes she facilitates.

She has worked across many market sectors including professional services; financial services; utilities; transport; manufacturing and pharmaceuticals.

For further information visit www.insync-co.com

Maurice Summerson - Biography

Maurice has been involved in the leadership, development and coaching of individuals and teams at all levels throughout his working life. In his capacity as a chief executive and other roles, he has enabled profitable growth results to be achieved in both blue chip and smaller private organisations across various industry sectors. As one of the IoD's six appointed national executive coach and mentors he supports CEO's as they prepare for the future and helps them utilize systemic change. He is passionate about the growth and sustainability of the North West in both a business and societal context; this is further emphasised by his initiation and leadership of an on-going pioneering values project with the NWDA and others.



Chris Harrison - Biography



Chris was appointed Group MD of Fresenius Kabi [FK] in July 2006 after joining as FD in 2001 and following subsequent promotions to Finance and Operations Director and MD. FK operates in the healthcare sector in infusion therapy, clinical nutrition and oncology. With a complex product portfolio focused on the treatment and care of critically and chronically ill patients in hospital and 7000 patients at home, the company ethos is 'Caring for Life'. Chris's absolute commitment to company values is core to winning market leader status in Homecare a year ahead of plan, delivering double digit growth year-on-year and achieving national recognition as a Healthcare 100 top employer in '09.

Mike Stevens - Biography

Mike Stevens has worked in the cinema industry for over 9 years and was previously employed by UCI Cinemas Group between 1997-2001. He returned to the company in 2005 having spent the intervening period in a senior HR role in the UK media sector. Mike has over 30 years' experience as an HR practitioner. Following the integration of Odeon and UCI they began a period of harmonisation which was centred on building a values based culture. This was launched in 2007 and now values are integral to every aspect of the business.

