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A CENTRE FOR ADVANCED MANAGEMENT

FOR DIRECTORS, MANAGERS AND BUSINESS OWNERS IN RURAL,
LAND BASED AND AGRICULTURAL BUSINESS

THE EXCEPTIONAL MANAGER – FORUM FOR MANAGEMENT DEVELOPMENT

IMPROVING THE QUALITY AND PERFORMANCE OF MANAGERS

Led by

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Background Description

Management is the dominant and indispensable ‘must-have’ in business today.

Its competencies, its integrity and its performance are decisive in our industry. At the same time the demands on management are rising steadily and steeply. That there are sound leaders today there is no question; but changes being forced on the industry will make management performance decisive and adequate management performance harder.

From the peak there is only one way to go: downwards. It requires twice as much effort and ability to stay up as it did to climb up. Only superior management competence and continuously improved management performance can keep us progressing, can prevent our becoming complacent.

Land based companies have become better and better at the business ‘performance improvement game’, yet many people in the industry do not know how management acts and why and whether they do a good job or not. They are often absorbed, in isolation, with the problems of the day seeking solutions rather than dealing with the latent advantages they offer to sustain business progress.

But *how* can a manager create such advantages for a business? Furthermore, *what* are the competencies, skills and know-how required of a manager? How can a manager challenged by remaining commercially profitable *attain* exceptional performance? How can he *acquire* such competencies in an increasingly busy work situation?

It is just these types of question that are addressed in this action learning forum.

Forum Aim

To give business leaders a unique opportunity to combine the benefits of commercial networking with continuous learning so that they can acquire the management qualities required to manage in a period of increasing change.

Forum Objectives

- To create an environment of trust, fellowship and continuous improvement in which a community of leading managers, owners and directors can meet to ‘give and gain’ as well as to sharpen their skills and capabilities as managers;
- To give a clear understanding of what management is, its responsibilities, role and how it brings advantages to a business;
- To offer learning in key management competencies of business strategy, operations, organisation, marketing, systems, influence and funds management;
- To benchmark management competencies against current practice so that individual members can achieve greater levels of enterprise and sustainability;
- To achieve personal development objectives within a framework of action learning.

Participant Profile

Directors, managers and business owners in rural, land based and agricultural businesses, operating in a competitive environment, challenged by mounting pressures to remain commercially profitable while striving to attain outstanding performance.

Forum Outline

Over two or more years, The Exceptional Manager Forum directs and supports forum members in four ways:

1. Eight two-day workshops¹ enable the whole community to meet together as a group, foster professional association and to share and acquire learning in best business practice across eight management competencies;
2. Monthly tele-conference calls support the diffusion of each competence, providing a structure to make real change, as well as maintaining focus and accountability;
3. Individual coaching helps participants implement relevant practices arising from the workshop and tele-conference programme;
4. A private web-site and email support system provides a range of tools, workbook materials, bulletin board and means to help members meet each other for business development.

¹ See The Exceptional Manager – Forum for Management Development tour guide.

Key Learning Interventions

1. The Exceptional Managing Director

What exactly is an exceptional director?
Discovering the advantages that exceptional managers bring to a business (Exercises, examples and videos of exceptional managers)

2. The Strategic Innovator

What exactly is strategic innovation?
Discovering how to improve existing and innovate new strategies. (Exercises, examples and videos of real-life innovators and breakthrough strategies)

3. The Outstanding Organiser

What exactly is an outstanding organiser?
Discovering how to organise activities, capabilities and resources to achieve advantage. (Exercises, examples and videos on business organisation)

4. The Capable Operations Manager

What exactly is a capable operations manager?
Discovering how to increase sales throughput with improved productivity and customer service, (Exercises, examples and videos on operations management)

5. The Talented Marketer

What exactly is a talented marketer? Discovering how to 'create customer value' and coordinate others to deliver and sustain customer satisfaction. (Exercises, examples and videos of talented marketing and marketers)

6. The Competent Systems Manager

What exactly is a competent systems manager?
Discovering how systems continuously deliver value to all the company's stakeholders and how to manage them. (Exercises, examples and videos on systems management)

7. The Efficient Financial Manager

What exactly is an efficient financial manager?
Discovering how to control, acquire and manage funds for current and new enterprise. (Exercises, examples and videos of talented marketing and marketers)

8. The Influential Leader

What exactly is an influential leader?
Discovering how to inspire and achieve trust in key relationships so that stakeholders are empowered and motivated. (Exercises, examples and videos of influential leaders)

Forum Benefits

Whether working as a business owner or as a manager in a small or major business, people who join The Exceptional Manager Forum will acquire the following benefits:

- Access to experienced and qualified coaches and consultants offering specific strategy, operational and management skills and support;
- Exposure to the right competencies and finest practice to enable individuals reach higher levels of management quality and performance;
- Admission to a safe environment for people to network and help one another improve business and management performance;
- Coverage of the correct management theories and practice set within an environment of action learning;
- Opportunities to test existing business plans as well as invent and develop new ways of doing things differently or better;
- Prospects to attain CPD and business goals;
- Exceptional value for money.

The Cost

In order to carry the Exceptional Manager towards a successful conclusion the following fees and costs are applicable.

GROSS FEE: £3,660.00 per course of 8 modules at £450.00 per person per module
Each module will comprise:
2 days coaching and training,
Materials, books, course resources,
1 (or 2) x hour telephone conference call(s) per month,
1 (or more) x hour telephone coaching call(s) per month,
Module management, organisation and administration.

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NET FEE:	£1,265.00 per course of 8 modules at £160.00 per person per module after RDI Grant (at grant of 65%)
VAT:	Will be added on all invoices at the prevailing rate

Further solution assignments to be precisely priced at £750.00 per day.

Further Information

For more information about THE EXCEPTIONAL MANAGER – FORUM FOR MANAGEMENT DEVELOPMENT,, please call Andrew Pearson on 01280 844966 or email info@uniquebusinessstrategies.co.uk

About the Forum Leader

Andrew M Pearson NDA, Dip M, MBA is widely considered to be a leading expert in the fields of strategy, marketing and operations management. He tutors at Oxford Business School and is also a visiting lecturer at Warwick University.

In addition to UK business school experience he has led and presented seminars and workshops at business forums throughout the world. He has extensive experience as a business coach, consultant and management speaker and has worked with managers and management students in the UK, Europe, China and Libya. He focuses on issues of strategy development, planning and implementation.

His publications include; *How to Invent New Business* and *How to Manage a Business that Works Without You*. A third volume, entitled *The Strategic Manifesto*, will follow in 2010.

Andrew set up his first business aged 25 and steered it to market leadership and a turnover of £11m in 6 years. Since then, he's held senior management and professorial posts at a number of UK firms, including four years with Cargill, during which he founded pioneering strategies for business development in Eastern Europe.

Clients include:

- Andersons Consulting,
- A P Moller Terminals,
- BALI (SE),
- Centaur Grain,
- Channel Express Ltd,
- Dart Plc,
- Everglade Windows Ltd,
- Fowler Welch Ltd
- Hartley's Nurseries,
- LEAF
- Mack International Ltd,
- Palmstead Nurseries,
- Velcourt Ltd.